



The Bluewater Mobile is a compact and durable unit that can be placed in just about any location to offer up to 2,000 litres of pure, chilled drinking water (still and sparkling) dispensed at a rate of up to five litres per minute.

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World leader in water purification technologies makes a splash in SA

Cape Town, South Africa, September 11, 2018– [Bluewater](#), the world leader in water purification solutions, has landed (with a splash) in South Africa. The company has unveiled a world-first in water purification technologies – from its new African headquarters in Cape Town – in partnership with local social enterprise [I-Drop](#) Water. A mobile solution that transports purified non-municipal water to remote locations, the Bluewater Mobile is a compact and durable unit that can be placed in just about any location to offer up to 2000L of pure, chilled drinking water (still and sparkling) dispensed at a rate

of up to five litres per minute.

Building upon I-Drop's existing footprint in several countries in Southern Africa and utilising I-Drop's award-winning remote water monitoring and control 'IoT' technology, Bluewater will expand its presence across the continent with a range of water purification solutions. Offering clean drinking water technologies for home, light commercial and public use, Bluewater will first offer its top-of-the range [Bluewater Pro](#) in the South African market, where there is heightened awareness of water as a precious resource.

Swedish/South African collaboration

“As a water-scarce country with its share of challenges in providing high quality tap water, South Africa is looking for solutions that provide drinking water without impacting municipal water supplies, while also reducing the use of single-use plastic bottles,” says Anders Jacobson, President and Chief Strategy Officer of Bluewater International. “The Bluewater Mobile is an example of Swedish ingenuity and African innovation coming together to create an innovative water purification solution relevant to a range of businesses and industries.”

From plastic-free events to remote mines and movie sets, the Bluewater Mobile is a flexible, affordable water solution. Rental of the unit starts from approximately USD130 per day.

South African: #rateyourwater

“With heightened interest in the availability and quality of tap water across the South Africa and the continent, we know that consumers also want better tasting water,” says James Steere, Co-Founder of I-Drop Water and Executive Director of Bluewater Africa, who has 10 years of experience in developing drinking water purification technologies. “To better understand consumers' views about their local water and to increase everyone's 'water awareness', Bluewater has launched #rateyourwater.”

Residents in South Africa can visit [bluewater.africa](#) to answer a few simple questions and stand a chance to win a free water analysis of your household

water. Once 5000 responses have been received, the results from #rateyourwater will be released.

“Drinking water is top-of-mind for South Africans,” adds Steere. “Apart from how it looks, smells and tastes, consumers increasingly want to be assured that the water they drink is free from microorganisms, toxins, chemicals, microplastics, bacteria, viruses and heavy metals. We believe that the more people understand about their water, the more empowered they’ll be to make smart choices for themselves, their families and the planet,” adds Steere.

Opens unique ‘water bar’

Located at the [Old Biscuit Mill](#) in Cape Town, the Bluewater offices contain a unique ‘water bar’ where visitors may compare the taste and composition of water samples from different neighbourhoods, including non-municipal water purified by a Bluewater Pro.

For more information, please contact David Noble, Bluewater Global PR & Communications Director, +44 7785 302 694 or david.noble@bluewatergroup.com

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company’s patented reverse osmosis technology to remove virtually all pollutants from tap water, including microplastics, lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at www.bluewatergroup.com

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